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Home Appliance NewsLine

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CORE PRODUCTS HOLD THEIR OWN THROUGH AUGUST

BUT MONTHLY SHIPMENTS LAG

CHICAGO -- The major home appliance industry shipped nearly 31.5 million units during 1990's first eight months as the majority of product categories outpaced comparable 1989 levels, reports the Association of Home Appliance Manufacturers (AHAM).

Although total year-to-date shipments were down 4.6%, partically all core products -- the bulk of business for major appliance manufacturers -- achieved gains. Year-to-date shipments increased for refrigerators (4.9 million units), automatic washers (4.3 million units), dishwashers (2.4 million units) and gas ranges (1.4 million units), while electric ranges (2.0 million units) held relatively steady.

Dehumidifiers (686,100 units) made the greatest eight-month gain, 27.7%, due to widespread, above average rain and humidity this year.

Shipment declines for the first eight months were sharpest for: microwave ovens (5.1 million units), down 23.9% because of high household penetration; and room air conditioners (4.0 million units), down 10.0% because of a mild summer.

Shipments of virtually all appliance categories were down for August, resulting in a 12.0% decline for the month. Only dishwashers (321,200 units) exceeded their year-ago levels for the month, increasing by 1.2% over August 1989.

(MORE)

CORE PRODUCTS HOLD
THEIR OWN ...

According to the industry's latest forecast conducted in May, shipments were expected to decline 2.9% in 1990 from last year's level of 48.7 million units. However, with only four more months to go and shipments running 4.6% behind last year's same period, the industry is unlikely to meet this target and will probably downgrade the 1990 forecast.

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MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
August, 1990

	AUGUST			CALENDAR YEAR TO DATE		
	1990	1989	% Change	1990	1989	% Change
ALL MAJOR APPLIANCES**	3,454.7	3,928.0	-12.0%	31,468.9	33,003.4	-4.6%
COOKING - TOTAL	994.2	1,326.5	-25.1%	8,371.0	9,906.9	-15.5%
ELECTRIC RANGES - TOTAL	251.8	274.8	-8.4%	1,981.4	1,982.2	0.0%
Free Standing	201.0	218.4	-8.0%	1,557.5	1,563.3	-0.4%
Built-in	50.8	56.4	-9.9%	423.9	418.8	1.2%
GAS RANGES - TOTAL	167.5	190.7	-12.2%	1,414.6	1,373.4	3.0%
Free Standing	160.3	181.6	-11.7%	1,343.7	1,300.1	3.4%
Built-in	7.2	9.1	-20.9%	70.9	73.3	-3.3%
MICROWAVE OVENS/RANGES***	586.7	875.2	-33.0%	5,070.7	6,660.6	-23.9%
HOME LAUNDRY - TOTAL	872.0	899.6	-3.1%	7,187.7	7,088.4	1.4%
AUTOMATIC WASHERS	514.6	523.2	-1.6%	4,276.5	4,116.0	3.9%
DRYERS - TOTAL	357.4	376.4	-5.0%	2,911.2	2,972.4	-2.1%
Electric	275.4	290.8	-5.3%	2,245.4	2,295.0	-2.2%
Gas	82.0	85.6	-4.2%	665.8	677.5	-1.7%
KITCHEN CLEAN UP - TOTAL	683.3	697.7	-2.1%	5,407.6	5,373.7	0.6%
DISPOSERS	348.3	362.8	-4.0%	2,844.1	2,835.1	0.3%
DISHWASHERS - TOTAL	321.2	317.3	1.2%	2,433.8	2,398.3	1.5%
Built-in	305.4	302.7	0.9%	2,296.6	2,265.8	1.4%
Portable	15.9	14.7	8.2%	137.2	132.5	3.5%
COMPACTORS	13.8	17.6	-21.6%	129.7	140.3	-7.6%
FOOD PRESERVATION - TOTAL	791.8	821.9	-3.7%	5,815.2	5,649.3	2.9%
REFRIGERATORS	656.2	683.1	-3.9%	4,940.8	4,818.8	2.5%
FREEZERS - TOTAL	135.6	138.8	-2.3%	874.3	830.5	5.3%
Chest	76.4	77.8	-1.8%	493.8	463.2	6.6%
Upright	59.2	60.9	-2.8%	380.6	367.3	3.6%
HOME COMFORT - TOTAL	113.4	182.3	-37.8%	4,687.5	4,985.0	-6.0%
ROOM AIR CONDITIONERS	81.7	147.7	-44.7%	4,001.4	4,448.0	-10.0%
DEHUMIDIFIERS	31.7	34.6	-8.4%	686.1	537.1	27.7%

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.